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✓ DAIRY, MEAT ANIMALS AND POULTRY

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Research and Marketing Act projects being conducted on a matching basis with the States include projects on:

1. Cattle and Calves. Work in 11 States deals with improving seasonal distribution of marketings, demonstrations of grade standards for both feeder and slaughter cattle and calves, and assistance with marketing feeder cattle. Market tours and live-animal grading demonstrations are used to inform producers and market operators about livestock grades and marketing practices. Attention is being given to interpretation and use of market news and outlook information for producers and market operators.

In Mississippi producers marketed 66 percent of their cattle from grass during a five-months period, July through November, and only 34 percent during the other seven months. This has resulted in a surplus of beef and low prices in the fall months and shortages with much higher seasonal prices from February to April. Through the use of supplementary winter pastures of winter oats and legumes, such as vetch and clover, market cattle can be profitably carried into the winter or spring months with good gains. Preliminary reports indicate that a least ten times the number of grass fed calves and young cattle were marketed during the spring months, March, April, and May, than during the same period of 1949. Records on 1000 head of cattle indicate that there has been an average spread of 7 cents per pound, and that total profits for cattle marketed in the spring months, ranged from \$35 to \$60 per head more than if they had been marketed during the fall months.

2. Hogs. Marketing hogs according to live-animal or carcass grades is developing in seven States. The relationship and use of USDA carcass and live-animal grades are being demonstrated to producers and buyers. Emphasis is being placed on market advantage and greater cut-out value of the leaner meat type hog. Market information and loss prevention in shipping and handling hogs are also being stressed.

In Ohio, for example, on hog grading demonstrations conducted for hog producers and market agencies to show whether or not hogs with high cut-out values can be identified. Six hogs from each grading demonstration are taken to Ohio State University Meat Laboratory, slaughtered, carcasses chilled and cut into wholesale parts. Representative half-carcasses, commercial cuts and cut-out data of all hogs were then taken, by refrigerated truck, to the original points of live grading for carcass cut-out demonstrations. At these demonstrations, hog producers and market men learn to identify hogs alive with a fair degree of accuracy.

3. Sheep, Lambs, and Wool. Work is being conducted in seven States with lamb producers and feeders on methods of marketing, choice of meats, and the timing of marketings according to seasonal variations in demand and prices. Demonstrations on the use and value of grades in marketing live and dressed lambs are conducted for producers and buyers. In the Eastern spring-lamb area, livestock producers and dealers are aided in improving the marketing and handling of Western ewes for replacement breeding stock. Educational work is being done with producers and buyers on the marketing of wool on a graded clean-content basis and on the use of core sampling. The most practical method of fleece preparation for market is demonstrated to producers. Assistance is given wool growers in interpreting and using market information. Assistance is being given to sheep producers in one Western State in developing a practical system of certifying and marketing breeding rams of superior wool and mutton characteristics as a means of improving wool quality and uniformity.

In the Western wool producing States, "block buying" of wool, wherein the same price is paid for fleece wool of a given grade regardless of its shrinkage or clean wool content, is generally practiced. Under this system, producers having high quality, low shrinkage wool receive no more per pound than others having dirty, high shrinkage wool. Core testing of fleece wools in original bags and scouring the sample to determine the clean content, furnished producers an accurate basis for determining the value of their wool on a clean basis. This work was introduced to Wyoming wool producers by the Extension Service through core sampling demonstrations on cooperating ranches and in cooperating wool marketing warehouses. It is estimated that the amount of wool core tested in Wyoming has doubled in the past two years, and that 2,000,000 pounds of wool will be tested and marketed in the State this year.

4. Poultry and Eggs. In 24 States, most of which are located in the Mid-West, South and Southeastern parts of the United States, new educational work is directed at maintenance of high egg quality during marketing, and improving efficiency in handling. Educational work is being done with producers, buyers, retailers, and consumers on grades, and causes of differences in grades. Work in several States deal with improving methods and efficiency in processing and merchandising dressed poultry meat, including preparing and displaying products having high consumer appeal.

County surveys are undertaken for the purpose of analyzing the problems in order to determine the proper approach to use in improving the marketing of poultry and eggs. Producers are interviewed to obtain information on marketing practices, prices, available market outlets, incentives for producing quality eggs and poultry, quality and size of eggs sold, and cash costs of marketing under different methods.

In Crawford County, Penn., for example, such a survey showed that in the southern and western parts there was not an adequate outlet for good quality eggs during periods of peak production. It also showed that prices on local markets during seasons of peak production, were below those on other markets in an adjoining county where an adequate outlet was available.

With these facts in mind, a truck route was started in November 1949, to haul eggs and poultry to the Butler Cooperative Egg Auction at Butler, Penn. After finding a suitable trucker, the route has been operating successfully.

The volume has reached over 1,000 cases per week. Eggs are hauled once a week, poultry periodically whenever volume warrants such a trip. Due to small-sized flocks per farm, it was necessary to set up assembly points to keep assembly costs at a minimum.

In order to promote production of quality eggs, it is important that financial incentives be provided producers. Many times financial incentives exist, but producers are not aware of them. In Pennsylvania, mail surveys of buyers were made in regard to premiums paid and quality of eggs handled. Buyers were contacted personally in regard to quality marketing programs. This information from the surveys and personal contacts with buyers was disseminated to producers and handlers during meetings and through mailings along with the information on production of clean eggs and on controlling quality and providing incentives to procure properly sized and cleaned eggs from producers.

At farm meetings emphasis was placed on the need for improving quality in egg production. This was supported by information obtained from research projects and local Extension surveys on egg marketing.

Consumer education programs have been provided information on egg quality and marketing practices. Material was also furnished on poultry. In Minneapolis, the Consumer Education Specialist used the material for radio and television programs, consumer letter to organization heads, home economists heads, and home demonstration agents, persons in school lunch programs, organized consumer groups, and food editors. It was estimated that this information reached nearly a million people.

To stimulate egg consumption "Orangeegg", a drink made of beating a raw egg into orange juice, is being promoted. In Minnesota, the State Poultry Council has taken on the initial sponsorship of "Orangeegg".

The work dealing with the facilities and methods of processing and merchandising dressed poultry is receiving increasing emphasis in several States.

In the past, the entire poultry marketing program in Alabama has been held back because of lack of marketing facilities for handling and processing poultry. Through work with producers, county agents, Chamber of Commerce, and other agencies, plants have been established in reach of most of our broiler producers. By the end of 1949, 65 commercial dressing plants were in operation, processing approximately 418,500 birds per week. Two cooperative processing plants are in operation. One newly established plant at Albertville, Ala., processed nearly 4,000,000 pounds of poultry during 1949 and paid farmers over a million dollars. In addition to the commercial plants, 48 home dressing plants are in operation, processing nearly 9,000 birds per week. Many of these home dressing plants have been established as a direct result of information provided by this program. During the past year, nearly all of the broilers are of pure meat strain, whereas two years ago, less than 50 percent of those produced were of thin strain.

5. Dairy. New extension marketing work places emphasis on maintaining high quality of fluid milk and cream, and of cream for butter manufacture through improved handling on farms, in processing plants, and in marketing channels. Educational meetings on improved methods and processes associated with manufacture and distribution of quality cheese are conducted with cheese plant managers. Demonstrational work in use of dried milk and expansion of

market outlets for this product is being conducted. Several States are giving assistance to management of dairy processing plants in improving operating efficiency and on problems relating to both plant expansion and consolidation of low volume plants.

During the past year, emphasis has been placed on improving the quality of milk produced for both fluid and manufacturing purposes. Much of the milk produced in such States as Iowa, Nebraska, North Dakota, and Wisconsin is converted into manufactured dairy products and sold in other States. In Wisconsin, it is estimated that in 1948 approximately 95.5 percent of the cheese, 93 percent of the condensary products and 66.8 percent of the butter manufactured was sold to out-of-State consumers. To hold and expand these markets, a high quality dairy product must be available continuously. High quality raw milk is essential to the production of high quality manufactured dairy products. The leaders of Wisconsin's dairy industry have seen the need for guaranteeing an adequate supply of high quality dairy products and as a result, regulations outlining the minimum standards that must be met in producing milk and cream became effective during the past year. The educational program with producers and processors included an exploration of the need for minimum standards and how compliance will result in better quality dairy products and to demonstrate the ways and means of complying with the standards.

During the past year, many dairy plants have received technical assistance. In several instances, a long term program of quality improvement, plant layout or building expansion was involved. Problems such as these required repeated conferences and extended studies with plant operators and personnel. In Wisconsin, 106 dairy plants have received this type of assistance.

In several States, such as Kansas, Nebraska, and Maryland, assistance was given in organizing milk marketing producer organizations and assisting producer organizations with the pricing and bargaining problems.

In the expanding market for dried milk, a group of 15 milk plants in Wisconsin launched an advertising campaign in cooperation with local bakers, who agreed to use 6 percent dried milk in bread. This idea has spread from the original 15 plants to many other areas in Wisconsin and Minnesota.